RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

Cancelled #8142-0049 6/5/98

RJR Account #335710
Mr. J. Weisberg
KINGSTON TOBACCO

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Removed from future distribution

Dear Joe:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per SKU:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162305
Enc. Retailer Letter
Retail Customer List

3QTRSAL.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/kzly0000

KINGSTON TOBACCO

JULY DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED

30 SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	2

PRODUCT / DISPLAYS ARRIVAL:	**JUNE 29, 1998**
SHIP DATE TO RETAIL:	**WEEK OF: JULY 13, 1998**
EFT $ AMOUNT:	**$1,631.20**
PACKING / SHIPPING PAYMENT	**$35.00 (5 (6M) promoted case(s) @ $7.00).**

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/kzly0000

WHOLESALER : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
TEMPLATE : 900438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1	1			2		
162210	162227	643758	GUJAR PETROLEUM	RT 209	ELLENVILLE	NY	12428	5	2	3	4	14		
162303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE	ALBANY	NY	12203	1		1	3	5		
162303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205			1	11	12		
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	2	2	3	2	9		
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	2		2		4		
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	2	2	2	2	8		963645
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRIN	NY	12449	1	1	1	1	4		
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1	1	1	1	4		
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1	1	1	1	4		
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1	1	1	1	4		
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1	1	1	1	4	0362-0102	
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	4	4	4	4	16		
162305	162328	735486	CITGO CALDOR	1335 ULSTER AVE	KINGSTON	NY	12401	1		2	1	4		
162305	162327	743277	DAIRY KING	353 FOXHALL AVE	KINGSTON	NY	12401	1	1	1	1	4		
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1	1	1		3		
162305	162326	762542	AERO STAR INC.	3 MOUNT AIRY RD	SAUGERTIES	NY	12477	1	1	1	1	4		
162305	162327	764445	HARRY, INC.	85 MURRAY ST	KINGSTON	NY	12401	1	1	1	1	4		
162305	162326	764455	LAWYERS GENERAL	STORE, INC.	EAST DURHAM	NY	12423	1	1	1	1	4		
162305	162326	769978	SITARA PETROLEUM,IN	3112 ROUTE 9W	SAUGERTIES	NY	12477	1	1	1	1	4		
162305	162328	770168	HOBO DELI	ROUTE 28W	KINGSTON	NY	12401	1	1	5	1	8		
162305	162327	790641	LUCKY PETROLEUM	384 FOXHALL AVE	KINGSTON	NY	12401	1	1	1	1	4		
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1	1	1	1	4		
162306		702856	SHABBIR PETROLEUM I	28 MILL ST	RHINEBECK	NY	12572	1				1		
162306	162327	785137	CORNER STORE	RT 209 & LEGGETT	STONE RIDGE	NY	12484	2	2	2	1	7		
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1	1	2	1	5		
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSI	NY	12601	2	2	2	2	8		
162308	162329	742104	APPLE VALLEY BP	100 FREEDOM PLAIN	POUGHKEEPSI	NY	12603	1	1	1	1	4		
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSI	NY	12603	1	1	1	1	4		
162308	162328	770154	GETTY # 58721	617 ALBANY POST R	HYDE PARK	NY	12538	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 30 TOTAL QUANTITY 41 33 45 47 166

TEMPLATE TOTAL ACCOUNTS 30 TOTAL QUANTITY 41 33 45 47 166

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Source: https://www.industrydocuments.ucsf.edu/docs/kzly0000

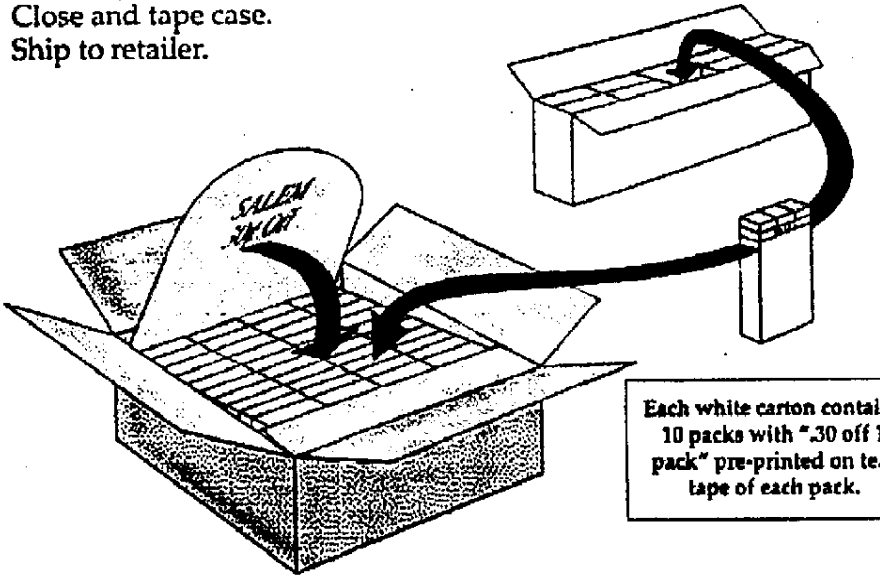
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | **3RD QTR.'98**

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964
MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/kzly0000

Salem '98

30¢ Off Pack Promotion

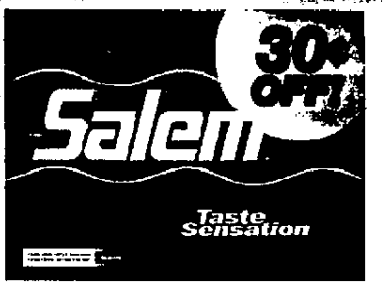
NOW OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY

item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!

item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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